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(71) Applicant (for all designated States except US): KONINKLIJKE PHILIPS ELECTRONICS N.V. [NL/NL];
Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventor; and

(75) Inventor/Applicant (for US only): TRICAUD, Laurent
[FR/FR]; c/o Société Civile SPID, 156 Boulevard Haussmann,
F-75008 Paris (FR).

(74) Agent: ROCHE, Denis; Société Civile SPID, 156 Boulevard Haussmann, F-75008 Paris (FR).

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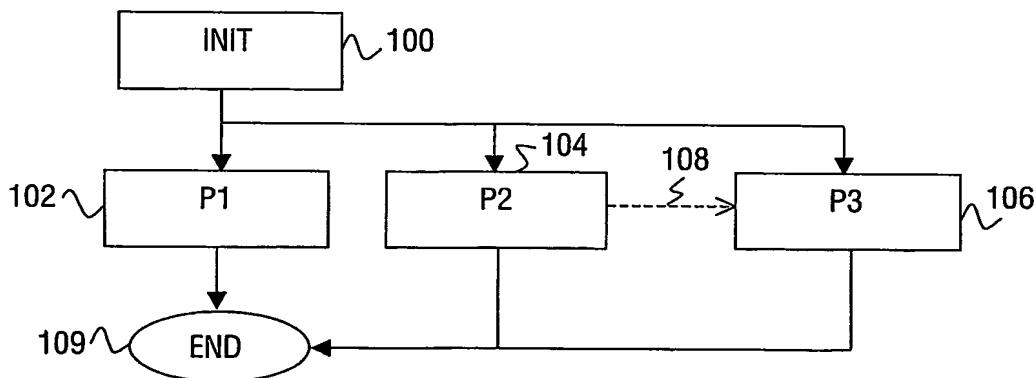
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(54) Title: METHOD OF PLAYING A MULTIMEDIA CONTENT TRANSMITTED BY A THIRD-PARTY ON A USER DEVICE



(57) Abstract: The invention relates to transmitting a multimedia content to a user device and playing said multimedia content on said user device during booting of said user device. Transmission is achieved by downloading or by streaming. The invention allows transmission of a start-up content (for instance a video logo or advertisement) from an operator, a content provider or a manufacturer to the user device. According to the invention such a start-up content is customized by the third-party and can be updated when needed. The start-up content is transmitted at a time when it does not disturb the user (during booting the user would be unable to use his device anyway).

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